

Marketing Tree Nuts



Linda Grimo
Grimo Nut Nursery

Commercial Crops



Heartnuts



Hazelnuts



Sweet Chestnuts



Persian Walnuts



Black Walnuts...

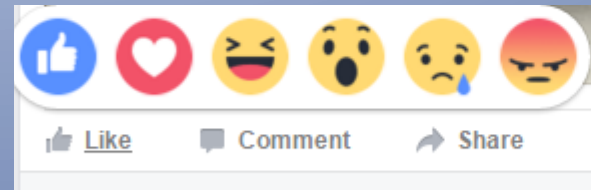
Marketing

- Only sell your highest quality nuts
 - Use seconds for shelling to create value added products
- Pick-Your-Own
- Farmer's Markets
- Niagara Local Food Co-op
- Farm Gate
- Online Mail Orders



Social Media

- Facebook
 - Posts include pictures
 - “Like” “Share”
 - Advertise/Promote
- Twitter
 - #hazelnuts
- Instagram
- Blogging
 - Conversation style with pictures



Facebook



Ontario Hazelnuts
Farming/Agriculture

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141 people like this

7 people have been here

Invite friends to like this Page

ABOUT

Status Photo / Video





We are looking forward to the Symposium on Tuesday! Ernie is speaking about harvesting and Linda is in a panel on marketing. See you bright and early in London :)

[Post](#)

**Ontario Hazelnuts**
March 6 at 2:47pm ·

Create Page

Recent

2016

2015

2014

2013

2012

Twitter



The image shows the Twitter profile page for Oregon Hazelnuts. The header features a large banner image of hazelnuts on a bed of wood chips. Below the banner is the profile picture, which is the Oregon Hazelnuts logo. The logo consists of a hazelnut in its shell with a green leaf, above the text "Oregon HAZELNUTS" and the tagline "Indulgence in a Nutshell®".

Below the profile picture, the following statistics are displayed:

TWEETS	FOLLOWING	FOLLOWERS	LIKES	LISTS
818	311	452	210	1

Below the statistics is a "Follow" button. The main content area shows a tweet from Oregon Hazelnuts (@OregonHazelnuts) posted 10 hours ago. The tweet text is: "Hazelnuts contain high levels of monounsaturated fats, or good fats, which can improve cardiovascular health." Below the text is a large image of hazelnuts. The tweet has 2 replies and 4 likes.

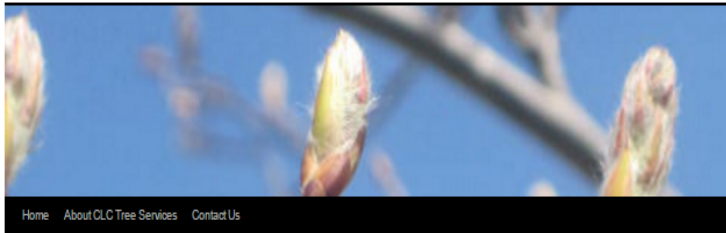
On the right side of the profile page, there is a "New to Twitter?" section with a "Sign up" button. Below this is a "You may also like" section with a "Refresh" button. The "You may also like" section lists several accounts: Franz Niederholzer (@Hwy20orchardoc), Jannah Patio (@jananahhh), Red Raspberries (@Red_Razz), CPDPP (@CitrusThreat), and PistachioHealth (@PistachioHealth). Below this is a "Trends" section with the following hashtags: #InternationalDayOfHappiness, #PiliPinasDebates2018, Skrtel, #firstdayofspring, and #PalmSunday.

Below the main tweet, there is a section for "Oregon Hazelnuts @OregonHazelnuts · Mar 18". This section contains a grid of six images: a bowl of hazelnuts, a bowl of hazelnut salad, a hazelnut in its shell, a hazelnut in its shell, a hazelnut in its shell, and a hazelnut in its shell.

Blogging

CLC Tree Services: The Blog

A place to share a little bit about trees
and how they affect our world



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High-Flying with Cameron Crane

Poetry Amongst the Trees →

A New Crop in Ontario: Hazelnuts

Posted on 09/30/2015 by CLCTreeservices

As other crops start to peter out, another one is getting ready to be harvested in Ontario—tree nuts. One of those edible nuts has crept into the spotlight in southwestern Ontario recently due to its presence in Nutella and Ferrero Rocher, and the fact that it has flourished in the Great Lakes region and other fruit orchard areas. If you are still guessing which nut it might be, let me introduce you to the hazelnut.

The folks at Ferrero were smart when they decided to put hazelnuts into their delicious bite-sized chocolate treats. They are full of protein, folate and complex carbohydrates, as well as a great source of dietary fibre, iron, calcium and vitamin E. They are low in sodium and sugar, plus have no cholesterol. For those of you on a gluten-free diet, you are safe here too, as hazelnuts contain no gluten. The only drawback is for those with allergies, as tree nuts can cause severe allergic reactions in those with an allergy to them.

For those who want to cash in on the growing nut-tree industry, for starters you need to have



Ferrero Rocher are just one example of delicious treats which can be made from hazelnuts

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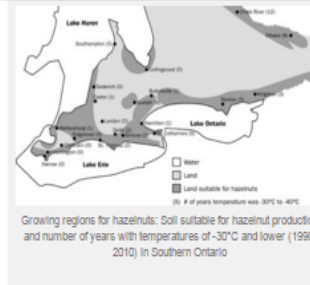
Search the Blog

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Better Business Bureau Award



Winner of 2010 Better Business Bureau's Business Integrity Award



the right growing conditions. *Corylus* prefer moist to sandy loam with good aeration. They are not especially cold tolerant, so benefit by being situated close to the Great Lakes in already established fruit tree areas (ie. Niagara peninsula, North shore of Lake Erie). Hazelnut trees are also susceptible to eastern filbert blight, so selecting varieties that are disease resistant is key. The Beaked hazelnut is native to Ontario, so a good choice, but if you are planning on establishing an

orchard, make sure you purchase from reputable nursery stock.

Hazelnut trees have a shallow root system, so require frequent watering, especially in the first 3-4 years. It also makes them drought intolerant, so if you want a bumper crop keep the water flowing. If you want to produce nuts, you must have more than one tree, as they do not self-pollinate, rather get pollinated by the help of the wind. Once your *Corylus* produces nuts (at approximately 4 years old), you are in luck though, as they are a fairly short tree or shrub, so harvesting is an easy task. Of course, as with many nut trees, you can let the ripe nuts fall to the ground and collect them from there. Keep an eye out for mice, squirrels and hungry jays who also love the taste of hazelnuts though. They can reduce your crop quickly, if you don't collect your nuts promptly.

Other things to take into consideration when growing a hazelnut tree is their maintenance. They require pruning in their second year to establish a central trunk, preferably in late winter or early spring before their active growth starts. After that you need to keep on top of their suckering nature to keep your tree to a single trunk. As the tree sets fruit on new wood, don't go overboard with your pruning. Remove dead or damaged branches, as you would with any tree. After that, watch for pests and disease, but expect to reap the benefits of your work for the next 60-100 years. Not a bad deal at all in our books.



GrimoNut Nursery sells several hazelnut tree varieties in southwestern Ontario

Better Business Bureau Accredited Business



2016 "Best of London" Winner!



The London Free Press
2016 Best "Tree Services Company" in London, 3rd year running!

CLC Tree Services



Visit the CLC Tree Services Website

Christmas Decor London



Visit the Christmas Decor London website

Christmas is Coming!

Merry Christmas
December 25th, 2016



Value Added



Endless Possibilities...

- Simply cracked, sorted and ready to eat
 - Or roast them...
- Candied nuts – eaten or used to top salads
- Processed nuts can be flavoured like other snacks (sour cream & chives, BBQ...)
- Restaurants use them too (“Local Foods”)
- Butters
- Oils (hazel, walnut)
- Bakery can produce breads, candies, pies, cakes and tarts, cookies, truffles

Ontario Nut Industry

What is Next?

- Get Organized – Create a co-op to market and manage the sales of our crops
- Processing Facilities
- Food Terminal
- Health Food Stores
- Local Grocery Stores
- Value added



.....Get Planting



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